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INFORMATION REPORT INFORMATION REPORT

CENTRAL INTELLIGENCE AGENCY

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COUNTRY Czechoslovakia

REPORT

SUBJECT Bulletin of the Artia Foreign Trade Enterprise (FON Trade Plan Fulfillment)

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CONTENT IS TENTATIVE.

1. [redacted] a bulletin [redacted] issued by the Artia Foreign Trade Enterprise to its representatives abroad, issue No. 1 for 1961, dated 2 January 1961.

2. Some highlights of the contents of the bulletin are:

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- a. In 1960 the enterprise fulfilled the export plan for "capitalist countries" by 109 percent and for "socialist countries" by 107.6 percent; the import plan fulfillment was 100.7 percent for "capitalist countries" and 113.1 percent for "socialist countries".
- b. The need for more effort to expand sales of the periodical Technical Digest, whose chief editor is Jaroslav Heyrovsky, the Nobel Prize winner, is emphasized.

[redacted] Artia would like to interest publishers in reprinting under royalties, articles appearing in Technical Digest.

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- c. An outline of organizational changes recently carried out in the Artia enterprise.

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Comment: The title of the translation incorrectly calls this the bulletin of the Ministry of Foreign Trade. The text indicates that it is an Artia bulletin.

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CZECHOSLOVAKIA/EAST GERMANYECONOMIC/POLITICALBulletin issued by Czech Ministry of Foreign Trade

The following is the text of a bulletin issued on 2nd January, 1961, by the Czech Ministry of Foreign Trade in PRAGUE, and distributed to delegates overseas.

Bulletin for Delegates

We are sending you No. 1 of the "Bulletin for Delegates" for the New Year. It is now established custom to evaluate activity during the previous period and we should therefore like to say a few words about the Bulletins issued during 1960.

From comments received from delegates, we may judge that our Bulletins have their good and bad points. Some delegates have objected that they are too austere (which was our fault), other have complained that the Bulletins arrived too late (which was not our fault), and there have even been requests to us to issue the bulletins in the form of a ministerial (?departmental) review. We should like the bulletin for delegates to be a strong link between our Ministry and all our workers abroad. It will therefore be our endeavour to include in them not only news about plan fulfilment and the tasks before our delegates, but also about socialist competition, propaganda, trade union affairs, and so on.

We shall, however, be glad to publish also information which you send us for this purpose.

We wish co-operation between our organisation and all delegates to be as close as possible. May our bulletins, issued with the active participation of you all, help to serve this purpose.

We are very happy to inform you that in 1960 our organisation fulfilled all the conditions for interdepartmental competition.

The export plan fulfilment percentage for the capitalist sector was 109% and for the socialist camp countries 107.6%. The import plan fulfilment percentage for the capitalist sector was 100.7 and for the socialist camp countries 113.1.

The cash account recovery percentage for the socialist countries was 109.4% and for the capitalist sector 106.5%.

The contract concluded with the collective organisation of employees and binding on the entire concern has thus been fulfilled. All groups

have a share in this gratifying result. The good work of many of our delegates has contributed to this in large measure and to them we express our sincere thanks. On this occasion we should like to make particular mention of the exemplary work of comrades SEDLACEK (DDR), IVANSKY (Hungary), SOLDAT (Poland), PRUSA (West Germany), ZUKAL (Japan), SVOBODA (Denmark), KINDL (Tunis) and DLUHOS (Cuba), who have devoted themselves with exceptional care throughout the year to all problems of our foreign trade organisation in these sectors. We shall deal with analysis of our delegates' activity in connection with more complex analyses, so in the next number we shall be bringing a more detailed characterisation of the good points and shortcomings in the work of our network of delegates.

Under the plan for exploiting markets all our delegates were set tasks in general outline and also sectional tasks directed towards a substantial improvement in the work of the prices and markets section.

In addition to the general tasks, which are the obvious duty of all delegates, such as systematic procuring of documentation (especially copies of contracts, accounts, and offers, price lists of foreign firms, catalogues, circulars etc.) and following the appearance of novelties and new techniques on the market, we have also requested data on production, import and export and the relative positions of leading firms and marks for the commodities produced.

In evaluating fulfilment of tasks as a whole, we are in a position to state that there has been a certain improvement in comparison with the previous position, but in no case can we be satisfied with this state of affairs for the future. Certain delegates are carrying out their tasks in a casual manner and have not worked out definite dates for them in their working schedule. Some delegates are buying and sending us quarterly statistics about our commodities, instead of taking extracts from the statistical yearbooks. We do not regard this procedure as justifiable from the point of view of economy. Overall yearly data on our commodities suffice.

Furthermore, we should welcome co-operation from all delegates in issuing "Market Intelligence" which will continue to be issued in the new year under the title: "Artia foreign trade organisation information bulletin".

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We are again requesting you to pay greater attention to your quarterly tasks.

Copies of reports of tasks performed which are required for the appropriate sections and departments are to be sent to the commercial section for an evaluation of the delegates' activity to be based on them.

Delegates are to send complete reports on their activity to the commercial section, and if the report is for certain groups only, section 011 is to be informed by copy.

In order to make our data more accurate, we are asking delegates to inform us which foreign trade corporation they represent besides ourselves.

We are also requesting you to inform us of the name of the cultural attache in your area so that, should it be necessary, we can get in touch with him in writing.

Latterly we have begun to develop successful relations with "HMVZ".

One means of furthering contacts and economic co-operation would be systematically to inform our partners about economic developments in countries of the socialist camp and especially in the C.S.S.R. In addition to state propaganda and politico-cultural media, there is the export of Czechoslovak book production and periodicals. Investigation and organisation of the market for our publications and periodicals must be regarded as a task of exceptional importance, contributing as a means of propaganda to foreign trade as a whole, and on the commercial side from the point of view of what are known as public relations (sic). Sale of scientific and technical literature may be of very considerable advantage to our machine tool foreign trade concerns. At the present time, discussions are taking place between the Ministry of Foreign Trade and the central directors of the machine tool foreign trade concerns on exploitation of co-operation of delegates and technicians with Artia delegates for effective support for commercial counsellors and other heads of commercial departments.

One of the most effective means of information on technical resources and new developments is the periodical Technical Digest, produced for all readers in Anglo-Saxon countries and countries where English is spoken. It provides information for foreign technicians on development and construction in Czechoslovak industry, and Czechoslovak participation in fairs and exhibitions abroad, and gives economic appraisals of commercial problems and international commercial relations of the C.S.S.R., and news of new Czechoslovak patents, the activities of scientific associations and interesting novelties in all branches of industry, and technical information from the Peoples' Democracies.

The editor in chief of this periodical is the academician Jaroslav HEYROVSKY, Nobel prize winner, and representatives of the machine tool

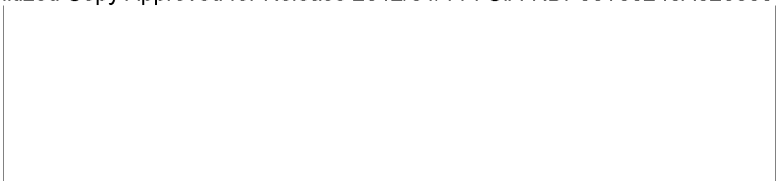
foreign trade concern and of our own, are members of its editorial board.

Although the task of investigating sales possibilities and looking for suitable agents for this periodical has been placed before all delegates several times in the past, the results have been wholly unsatisfactory since the periodical is at present sold only in Great Britain, the U.S.A., West Germany and Australia, and very few copies are printed. We are therefore appealing to you to treat this task as one of prime importance. At the same time we are sending sample numbers of Technical Digest (the complete year 1960) and information from department 132 and the state publishing house about the present sales position, commercial prospects and sale and payment conditions. It should not go unremarked that representatives of a world-wide American concern like McGraw Hill have commented on the great merit of articles printed in the Technical Digest and have shown interest in copyrights for the printed articles. The Chamber of Commerce, Rapid and the Czechoslovak Press Agency are therefore arranging in the near future for a propaganda reprint of articles from the Technical Digest. In this connection we would point out that all articles are protected by copyright, shown by the letter C in a circle on the other side of the title page. Reprinting of the articles will under international law require financial reimbursement and is only permitted with our knowledge. We shall regard each instance of interest shown in the reprinting of articles as evidence of great success on your part.


Survey of changes in organisation of the corporation up to 31.12.60

For your information we are instancing the changes in structural organisation and function of departments in our concern coming into effect on 1.1.61.

- (a) The commercial-political department is being closed down; part of its complement will go to the commercial section, and part to the economic planning section.
- (b) Commercial department (utvar) 15 is being closed down.
- (c) Commercial department (referat) 142 for export of stamps is to be set up.
- (d) The register of visitors from the capitalist sector and co-ordination of reception arrangements for visitors negotiating with several departments are to be transferred from the former commercial-political section to the central management secretariat.
- (e) The deputy central director for commercial business will be entrusted with direction of delegates.

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- (f) The drawing up, issuing and checking the execution of the concern's financial plan is being transferred from the foreign currency section to the economic planning section.
 - (g) The statistical agenda is being transferred from the economic planning section to the registration and mechanisation section.
 - (h) The machinery for sending goods to fairs, and making use of international organisations, such as the International Gramophone Industry Federation, UNESCO and the International Association of societies of authors and composers is being affiliated to the legal section.
 - (i) Accountants in the commercial groups are to be subordinate as regards organisation, to the head of the economic planning section.
 - (j) Export of scientific and technical literature in the Czech and Slovak languages and of foreign language editions of Czechoslovak publications is to be concentrated in commercial department 131.
 - (k) The activity of commercial department 133 is to be extended to include import of globes from the USSR, hitherto done by commercial department 147.

PRAGUE, 2nd January, 1961.



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